



# **LATVIA MEDIA LANDSCAPE**

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# Country Overview

LANDLOCKED BETWEEN ESTONIA AND LITHUANIA

## Overview of Latvia



CAPITAL  
**Riga**

REGION  
**Europe**

GDP PER CAPITA, PPP  
**\$32,241**

GDP  
**\$34.3 billion**

POPULATION  
**1,913,822**

AREA  
**64,589 SQ.KM**

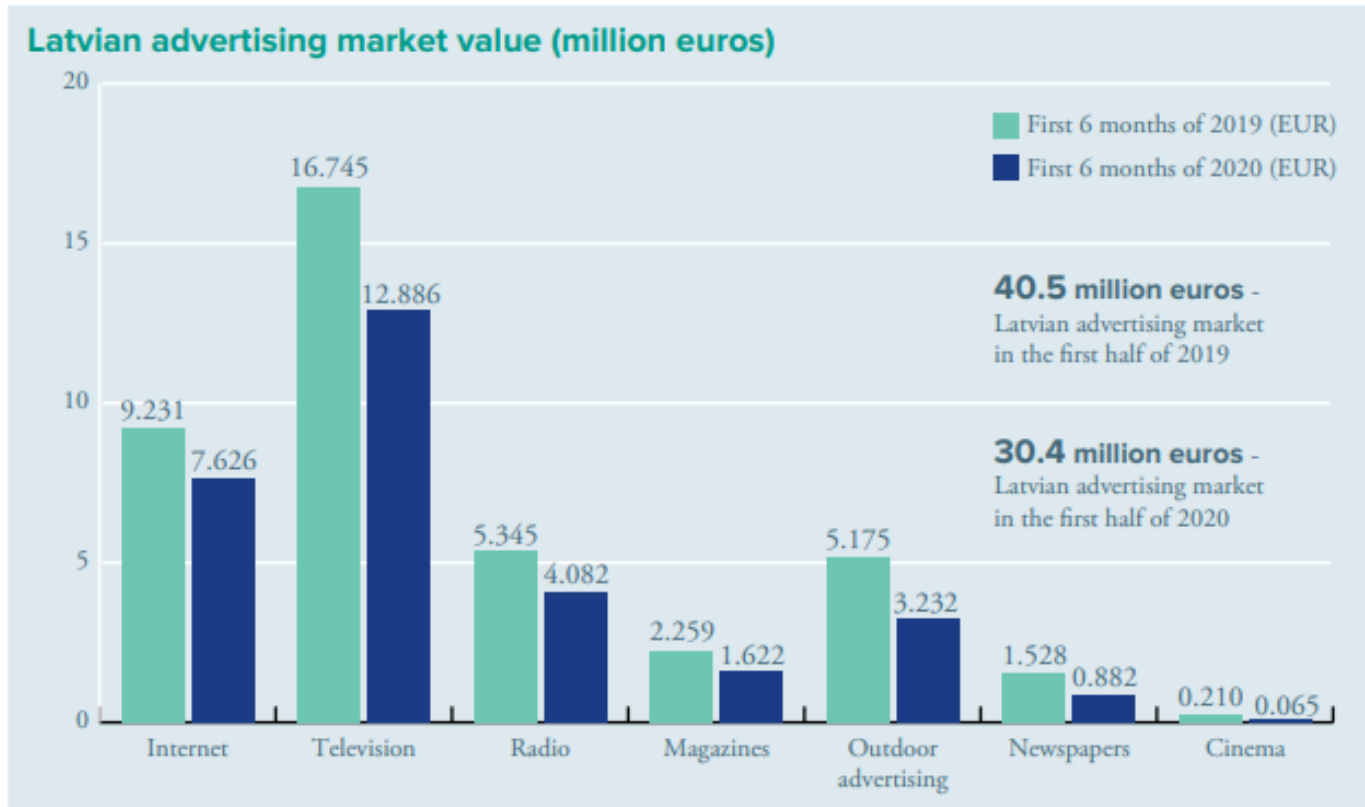
On the edge of Eastern Europe, Latvia sits nestled between Estonia and Lithuania. The trio form the Baltic states and share roots in early tribal settlers.

Once it declared independence from a collapsing Soviet Union, Latvia quickly grew a successful economy, based heavily in agriculture and timber.

Latvia is a member of many international organizations, including the United Nations, World Bank, the Council of Europe and the World Trade Organization.

# Media Consumption Overview

## TV HOLDS THE MEDIA CROWN

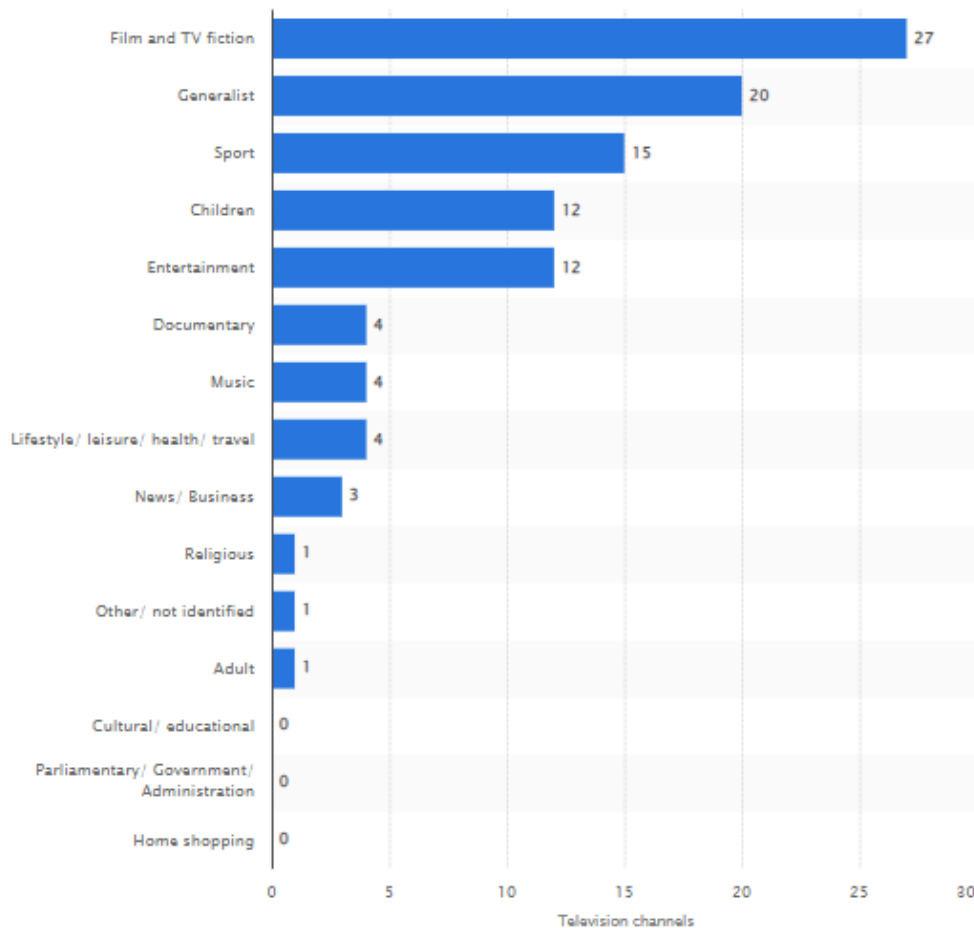


- Population of Latvia still prefers television over other media (89% of respondents)
- 83% of the population listen to the radio, 79% read news on the Internet, 72% use social media, 71% read the press in print or online

# TV Consumption

FILM AND TV FICTION CHANNELS ARE MOST IN DEMAND

## TV Channels Available In Latvia 2020, By Genre



- TV3 accounts for 10.8% of the total TV viewing time.
- The second most watched channel LTV1's viewing time was 10.1%.
- Viewers spend an average of 4 hours 30 minutes a day watching TV in 2020, about 7 minutes more than in 2019.

# TV Consumption

## TOP TV CHANNELS



### **LTV1**

**Market Share: 9.6%**

Latvijas Televīzija is the state-owned public service television broadcaster in Latvia. LTV operates two channels, LTV1 in Latvian and LTV7. LTV 1, the free-to-air channel broadcasts documentaries, news, politics, satire, series and films.



### **TV3**

**Market Share: 9.5%**

TV3 Latvia is a Latvian commercial television channel targeted at a Latvian language audience owned by All Media Baltics. TV3 shows international and Latvian language programs.



### **NTV Mir Baltic**

**Market Share: 6.6%**

NTV is a Russian free-to-air television channel. NTV Mir Baltic broadcasts to the Russian-speaking community in Latvia.

# Print Consumption

READERSHIP IS CURRENTLY THE LOWEST IT HAS BEEN IN YEARS

Press freedom index in Latvia from 2013 to 2021



- Print media has been losing ground in recent years partly due to a global trend which sees the emergence of online news outlets
- There are 2 major Latvian-language dailies; Diena and Latvijas Avīze

# Print Consumption

## TOP PRINT TITLES

### MK Latvija Circulation: 45,000

MK Latvija is Latvia's leading weekly paper. It is published in Russian and for this reason particularly popular among the country's Russian-speaking population. It is Latvia's most widely read weekly.



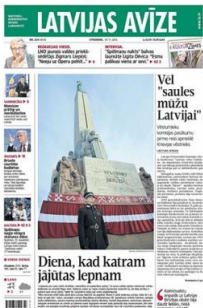
### Diena Circulation: 31,000

The daily newspaper Diena is one of Latvia's most popular newspaper. It's published in Latvian language and has a liberal political orientation.



### Latvijas Avīze Circulation: 11,470

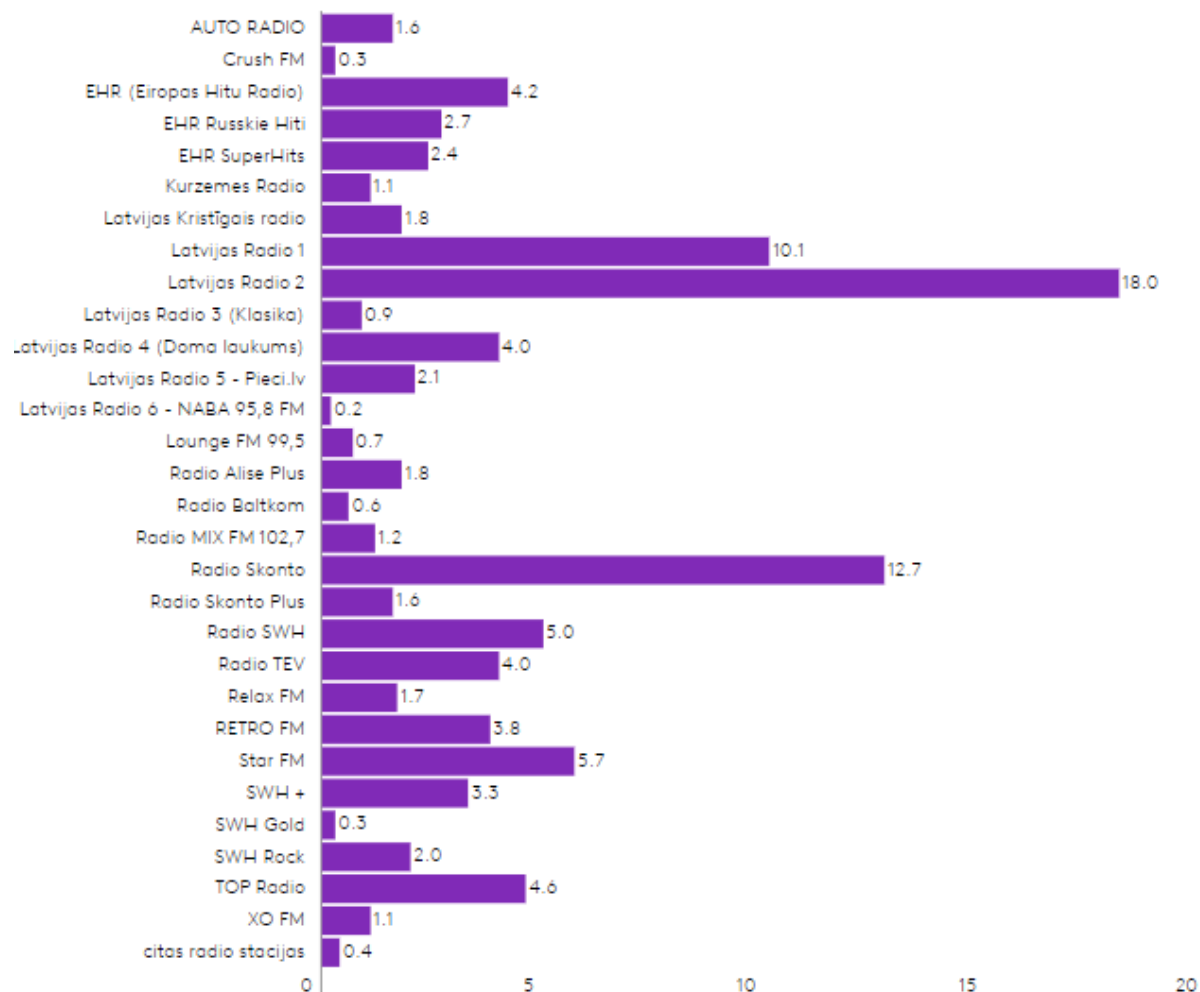
Latvijas Avīze is a Latvian language national daily newspaper in Latvia, published in Riga. It mostly deals with issues affecting rural Latvia - problems in the agricultural sector feature prominently. Latvijas Avīze's stance is decidedly national conservative.



# Radio Consumption

86% OF LATVIANS LISTEN TO RADIO PER WEEK.

## Percentage share of listening time on Radio Stations (2021)



- On average in the week, 86% or 1.324 million inhabitants of Latvia listened to the radio.
- During the autumn 2020 and winter 2021 study period, one radio listener spent 4 hours and 3 minutes on average daily listening to radio.
- The majority of the listening time is taken by the radio station **Latvijas Radio 2** – 18.3% of the total radio listening time.
- The second place is taken by **Radio Skonto**, with a 12.7% share of listening time, and in third place the radio station **Latvijas Radio 1** with a 9.8% share of listening time.



# Digital Consumption

INTERNET PENETRATION RATE STOOD AT 92% OF THE TOTAL POPULATION AT THE START OF 2022



# Digital Consumption

SOCIAL MEDIA USERS INCREASED BY 70 THOUSAND (5.1%) BETWEEN 2021 AND 2022

FEB  
2022

## OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



LATVIA

NUMBER OF SOCIAL  
MEDIA USERS



**1.45**  
MILLION

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



**78.0%**

SOCIAL MEDIA USERS  
vs. POPULATION AGE 13+



**91.3%**

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



**+5.1%**  
**+70 THOUSAND**

FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



**54.9%**

MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



**45.1%**

# Digital Consumption

FACEBOOK'S AD REACH WAS EQUIVALENT TO 51.1% OF THE LOCAL INTERNET USER BASE (JAN. 2022)



# Let's Discuss

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